

To: Jenna Dinkel, City of La Crosse  
From: Matthew Dyrdaahl, Alta Planning + Design  
Date: 2/13/2024  
Re: Initial Draft of Strategies and Actions, Task 2.3 Plan Document Preparation

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## Task 2.3. Plan Document Preparation

The strategies and actions identified below are meant to guide bicycle and pedestrian efforts in La Crosse for the next 10 years. For each action, Alta will identify:

- Priority level (High or Medium)
- Timeframe, which can include immediately (0-1), near term (0-3 years), medium term (3-6 years), or long term (5-10 years)
- Lead or support role

### Topic Areas

Strategies and Actions fall into 6 topic areas:

- Walking and Rolling
- Bicycling
- Safety
- Winter Maintenance
- Policies and Practices
- Programs

### Strategies and Actions

#### Walking and Rolling

*Strategy:* Promote a safe and connected network for walking and rolling

*Description:* Walking and rolling are a climate-friendly, physically active way for people to get around. Factors like separation from motor vehicles, intersection safety, connectivity to destinations, lighting and winter maintenance can help make walking and rolling a viable transportation option.

#### *Actions*

- Identify priority corridors to improve pedestrian safety and mobility with traffic calming designs
- Improve pedestrian safety and mobility at priority intersections during quick build, spot improvement, and reconstruction projects
- Use demonstration projects to evaluate pedestrian safety improvements on corridors and at intersections
- Fill walking network gaps as opportunities arise, including sidewalk gaps and gaps in walking connections across freeways, highways, railroads and natural features such as creeks and marshes
- Upgrade existing sidewalks and multiuse paths to provide a low-stress walking environment for people of all ages and abilities
- Replace damaged, missing, and heaved sidewalk panels
- Develop criteria for adding marked crosswalks at priority intersections and pursue additional maintenance resources to be able to annually refresh new and existing crosswalks

- Coordinate pedestrian improvements with ADA transition planning to support accessibility
- Implement improvements adjacent to or connecting to schools as outlined in the Safe Routes to School Plan
- Expand street lighting to improve visibility for pedestrians

## Winter Maintenance

*Strategy:* Improve walking and biking in the winter

*Description:* Walking and biking in La Crosse should be an option every month of the year. Clearing sidewalk, corners, and paths helps people feel confident leaving the house in the winter knowing they will be able to get where they are going.

### Actions

- Develop a pedestrian winter sidewalk maintenance education campaign that reminds property owners their responsibilities for clearing the sidewalk in front of their property and notify of resources available to assist
- Encourage opportunities for neighborhoods to organize snow clearing support for certain populations that may require assistance, such as older adults and people with mobility limitations
- Explore options for winter maintenance of bicycle facilities for year-round use, prioritizing the AAA Network

## Bicycling

*Strategy:* Complete a safe and connected network for bicycling for people of all ages and abilities.

*Description:* Bicycling is a climate-friendly, physically active way for people to get around. Factors like separation from motor vehicles, intersection safety, connectivity to destinations, lighting and winter maintenance can help make bicycling a viable transportation option.

### Actions

- Implement the All Ages and Abilities bicycle network by providing separated bike lanes, trails, or neighborhood greenways based on the context of the location
- Improve safety and ease of bicycle crossings at intersections
- Fill bicycle network gaps across physical barriers, including complex intersections, freeways, highways, railroads and natural features such as creeks and marshes
- Develop and implement a targeted wayfinding campaign, including themed directional signage, destination signage, and bike parking as the bicycle network is implemented
- Evaluate pavement surface of existing bicycle facilities and develop a maintenance plan to improve rideability
- Support bike share via promotion and identifying opportunities to encourage more people to ride

## Safety

*Strategy:* Implement projects, programs, and policies to address safety issues for people bicycling, walking, and rolling.

*Description:* People walking and bicycling account for a disproportionate number of traffic injuries and fatalities nationally. Addressing safety issues through slowing motor vehicle traffic speeds, making improvements to intersections and linear facilities, and pursuing policy initiatives will allow more people to feel comfortable choosing walking and bicycling as a transportation option.

### Actions

- Develop a traffic calming program to identify projects to reduce speed and improve pedestrian crossings
- Include a multi-modal component in the Safe Streets for All Planning Grant and coordinate with key priority projects identified in this plan update

- Adopt a Vision Zero policy commitment to complement the Safe Streets for All Planning Grant
- Convene a safety action committee with local and regional partners

## Policies and Practices

*Strategy:* Cultivate a supportive environment for bicycling, walking, and rolling through existing and new policies and practices

*Description:* A supportive policy environment, fiscal resources, and buy-in from decisionmakers can go a long way to position a community to advance bicycling, walking and rolling.

### Actions

- Update the Green Complete Streets Policy to include a modal priority framework and include elements of this plan update, including AAA network terminology and a focus on key connections
- Develop and adopt a street design guide that emphasizes details on how to deliver pedestrian, bicycle, and green stormwater infrastructure concepts into street projects
- Utilize existing capital projects to improve walking and biking by considering the needs of people of all ages and abilities in roadway design
- Review the capital budget process for future opportunities to integrate stand-alone pedestrian and bicycle projects (quick build and retrofit construction projects)
- Motor Vehicle Trip Reduction Initiative: Implement a community-wide trip reduction ordinance/program, commuter incentive program, and a Guaranteed Ride Home program to encourage and support bike commuters in La Crosse

## Programs (education, encouragement, and evaluation)

*Strategy:* Raise awareness of and excitement for walking and bicycling in the community

*Description:* While infrastructure improvements are essential for creating safe places for people to bicycle, walk, and roll, programs including education and encouragement initiatives can help build momentum and community support.

### Actions

- Encouragement
  - Organize promotions and celebrations of walking and biking on special dates like National Bike to Work Day, International Walk to School Day, National Bike to School Day, Wisconsin Winter Walk to School Month, World Car Free Day, and others
- Education
  - Bicycle Safety Education: Integrate bicycle safety education into the routine curriculum for students of all ages. Focus on creating safe and convenient environments for biking and walking around schools. Collaborate with local bicycle groups and parents to establish Safe Routes to School programs for all K-12 schools.
  - Adult Bicycle Education: Develop opportunities for bicycle education aimed at adults. Tailor classes or events to address the concerns of demographics who currently feel unsafe riding, creating an inclusive and welcoming environment.
  - New Project Education: Develop an education campaign paired with newly installed bicycle and pedestrian projects, which can include posters with QR codes that explain the purpose and benefits of the project
  - Expand safety education and outreach to specific audiences, including children, motorists, and older pedestrians

- Evaluation
  - Implement an ongoing pedestrian count program to assess walking levels regularly
  - Bicycle Count Program: Continue developing a bicycle count program using various data collection methods, including automated and mobile counters. This will provide long-term data on bicycle use at fixed points and assess changes in the community's road or bicycle network.
  - Conduct pre- and post-evaluations for pedestrian projects to understand their impact on safety and walkability